ADBUSTERS: Industry worksheet

ADBUSTERS:

- published six times a year by Adbusters Media Foundation, 1989 to present.
- Set edition: May/June 2016
- Price: £10.99
- Circulation: 120,000 readership (website Apr 2017)

Website: https://www.adbusters.org/

Genre: Independent/ campaigning/ culture jamming

Subtitle: ‘Journal of the mental environment’

‘Based in Vancouver, British Columbia, Canada, Adbusters is a not-for-profit magazine fighting back against the hostile takeover of our psychological, physical and cultural environments by commercial forces.’

Industry research task:
Adbusters Media Foundation - https://www.adbusters.org/submissions/
- Is the publisher a large/mainstream organisation or an independent publisher?
- Is the publisher part of a media conglomerate?
- What other products (magazines or other media products) does the organisation produce?
- How is this significant for the magazine?

Brand identity:

Task: Read this article and answer the questions below: https://goo.gl/PzdXnb
(advisory warning – some swearing)
- What is the ideology/ethos of Adbusters?
- How does Adbusters subvert traditional magazine conventions, especially in relation to advertising?
- How does the magazine interact with its audience?

Analytical task:
- How is this ideology and ethos evident in the set edition of Adbusters?

Research Task:

Access the following websites: https://goo.gl/hkQ6ic, https://goo.gl/W3ycxy

Summarise key points about the following:
- The campaigns (e.g. Occupy Wall Street and Buy Nothing Day) that the Adbusters Foundation runs.
- The controversies and criticisms of Adbusters.
- Other products that extend the Adbusters brand.

Extension task: Read the ‘Adbusters Case Study’ from The Alternative Media Handbook and summarise the key points about ‘culture-jamming’. https://goo.gl/rlggX9